

AUG 11 1924

✓ ©CIL 20491 ✓

✓ THE PAINTED FLAPPER ✓

✓ Photoplay in 'six reels' ✓

✓ From the play of the same name ✓

✓ by ~~ALAN~~ ^{ALAN} Pearl ✓

✓ Directed by John Gorman ✓

✓ Author of the Photoplay (under section 62)
✓ Chadwick Pictures Corporation of U.S. ✓

PRESS FOLI



Chadwick Pictures Corporation
presents

THE PAINTED FLAPPER

An Ultra-Modern Jazzology

Featuring

JAMES KIRKWOOD
& PAULINE GARON

DIRECTED BY JOHN GORMAN

729 Seventh Avenue, New York City
I. E. Chadwick, President



Foreign Rights Controlled by
Simmonds-Kann Enterprises, Inc.
220 West 42nd Street, N. Y. C.

"Each Production An Achievement"

RESS FOLIO



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"Each Production An Achievement"

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EXHIBITORS!

**Keep Your Dates
Open For**



3

**LIONEL BARRYMORE
SPECIALS**

"I Am The Man"

"Meddling Women"

The third Barrymore Special
will be adapted from a famous
stage play.

3

**DE LU
MELODRA
PRODUCT**

"The Fire"

"The Romance of"

"Paradise of Sur"

3

**JOHN GORMAN
PRODUCTIONS**

"The Painted Flapper"

"The Tom Boy"

"The Street Singer"

CHADWICK PICTURES CORPORATION

729 Seventh Ave.

New York City



I. E. Chadwick

President

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EXHIBITORS!

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DE LUXE
MELODRAMATIC
PRODUCTIONS

"The Fire Patrol"
"The Romance of an Actress"
"Paradise of Sunshine Alley"

3
JOHN GORMAN
PRODUCTIONS

"The Painted Flapper" "The Tom Boy" "The Street Singer"

CHADWICK PICTURES CORPORATION

eventh Ave.
York City



I. E. Chadwick
President

PRESS FOL

A FLAPPER PICTURE WILL PAINT YOUR TOWN

AUG 15 1924

"The Painted Flapper" An Ultra-Modern Jazzology

READ IT YOURSELF

A Flapper Story With A Strange Twist That Thrills

Arline Whitney was the carefree frivolous daughter of Mrs. Whitney. She was at the height of her pleasures in the midst of cabaret and studio parties. She was known to her companions, who were of the modern flapper type, as "The Painted Flapper."

Arline's sister, Eunice Whitney, was altogether different, and her chief aim in life was to please her mother.

Ten years before our story opens Mrs. Whitney was divorced. Mrs. Whitney suddenly met Egbert Van Alyn, and before Eunice realized it, she was engaged to Egbert Van Alyn. Arline resolved to break this engagement because she knew her sister loved Jimmy Arnold, Eunice's childhood sweetheart. Arline, too had a childhood sweetheart, Danny Lawrence, but she considered him too old-fashioned.

One day, 'the man from abroad' returned. Strange how this man should stop at the same hotel where Arline's chum lives,—in fact, his room was right next door. On entering his room, he overheard Arline and her flapper friends saying they were going to "The Cat's Pajamas" that night.

Of course, he was curious to find out what it was all about and that night went to "The Cat's Pajamas."

After a hilarious evening, Arline, her chum and her friend, Eddie Howe, whose dancing fascinated Arline, went up to the hotel room. The man from abroad heard loud talking. Suddenly he tore open the door and beat Arline's assailant into unconsciousness. Arline was furious and said, "Who do you think you are?" The stranger rejoined, "I am your father, Arline."

Egbert Van Alyn and his friends were entertaining Mrs. Whitney and Eunice at Egbert's home. In the midst of a game of Mah Jong Mrs. Whitney left the room with Egbert. He thrust a chloroformed kerchief in her face and was stripping her jewels, when in came Richard Whitney, Danny Lawrence, Jimmy Arnold, and two detectives, who immediately recognized them as an organized band of crooks.

Mr. and Mrs. Whitney were reunited, Eunice and Jimmy were happily married and Arline returned to the boy she called old-fashioned.

"The Painted Flapper" V Flop 'em In To A Ja

©CLL 20491



Scene Cut or Mat No. 400 D

LOOK AT THIS CAST

Richard Whitney JAMES KIRKWOOD
Arline Whitney PAULINE GARON
Egbert Van Alyn CRAUFURD KENT
Isabel Whitney KATHLYN WILLIAMS
Eunice Whitney CLAIRE ADAMS
Danny Lawrence HAL COOLEY
Jimmy Arnold JOHN HARRON
Lester Howe MAINE GAREY
Lucy May ANITA SIMONS
Lord Raynesford AL ROSCÔE
Lord Coventry CARLETON GRIFFIN
Leita Stokes PAULINE FRENCH

A GORMAN - - CHADWICK SPECIAL

Directed by John Gorman

This Picture W Coins Syncopat Into Your B

THE MERRY band of playing when you open your b "Painted Flapper" plays you picture of topical interest has a that will draw business. It is cast, direction and production combination, as one that blends Song.

Dollar S

THE ALERT exhibitor ize he has something unusual i when he looks over the cast knows that a cast holding suc wood, Pauline Garon and Cra three real stars to draw the cro that if he gets behind this pic office with dollar signs.

Will Magnet

THE VERY title, "The office wallop. It has a curious patron and will magnetize m is based on a flapper, which present day American girl, an tion from both sexes. Mr. of this opportunity.

REMEMBER that the tures Corporation is "Each ment" and that "The Painte reasons.



"Each Production An Achievement"

LESS FOLIO

APPER PICTURE THAT PAINT YOUR TOWN RED

"The Painted Flapper" Will Flop 'em In To A Jazz Tune

©CIL 20491



Scene Cut or Mat No. 400 D

LOOK AT THIS CAST

Richard Whitney JAMES KIRKWOOD
Arline Whitney PAULINE GARON
Egbert Van Alyn CRAUFURD KENT
Isabel Whitney KATHLYN WILLIAMS
Eunice Whitney CLAIRE ADAMS
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Jimmy Arnold JOHN HARRON
Lester Howe MAINE GAREY
Lucy May ANITA SIMONS
Lord Raynesford AL ROSCÔE
Lord Coventry CARLETON GRIFFIN
Leita Stokes PAULINE FRENCH

A GORMAN - - CHADWICK SPECIAL

Directed by John Gorman

This Picture Will Make the Coins Syncopate and Strut Into Your Box Office

THE MERRY band of jingling coins will start playing when you open your box office on the day "The Painted Flapper" plays your theatre. This breezy picture of topical interest has all the ultra modern angles that will draw business. It is a picture, that for story, cast, direction and production, contains as perfect a combination, as one that blends with Wine, Women and Song.

Dollar Signs

THE ALERT exhibitor will not take long to realize he has something unusual in "The Painted Flapper," when he looks over the cast and reads the story. He knows that a cast holding such names as James Kirkwood, Pauline Garon and Craufurd Kent, means he has three real stars to draw the crowds. He will then realize that if he gets behind this picture it will paint his box office with dollar signs.

Will Magnetize Money

THE VERY title, "The Painted Flapper" is a box office wallop. It has a curious significance to the modern patron and will magnetize money for you. The story is based on a flapper, which is a peculiar twist on the present day American girl, and is bound to attract attention from both sexes. Mr. Exhibitor, make the most of this opportunity.

REMEMBER that the slogan of Chadwick Pictures Corporation is "Each Production An Achievement" and that "The Painted Flapper" is one of the reasons.

Each Production An Achievement"



PAGE TWO

The Pulse of Your Camp

ADVANCE and REVIEW

LONG ADVANCE

Submit These Advance Stories in Two Styles to Your Local Editor A Week Before Showing

A photoplay that should strike home and convey to all those who see it, a message of true understanding about the morals of the modern girl, will be seen when "The Painted Flapper," a Chadwick Pictures presentation begins a..... days engagement at the..... Theatre. A sterling cast of players portray this story of a gay young flapper and of the vital part she plays in the lives of her parents.

Leading the cast is Pauline Garon, casting directors of the various film companies have acclaimed perfect flapper type. She is the flapper of this picture, and what an admirable flapper she makes. The other star is that ever popular James Kirkwood who plays the role of the man from abroad. The rest of the cast are all favorites. Johnny Harron, the popular juvenile, has a prominent part in this picture. Others who are well known to the movie fans and who have parts, are Claire Adams, Crauford Kent, Maine Garey, Hal Cooley, Al Roscoe, Carleton Griffin and many others.

"The Painted Flapper" unveils a story that will be found true to life in every small town or large city. The flappers exist everywhere only they are more pronounced in some places, according to their environment. "The Painted Flapper" conveys to every one of these girls a message that will make them sit up and take notice.

The theme of the story is true to life and preaches an old fashioned sermon in a new way. The old fashioned boy who cared more for his studies than dissipation and had his future at heart, is neglected by the girl whom he had loved from childhood, for the fickle, carefree youth who cared for naught but having a good time.

A mother who cared more for her social position than her daughter's happiness, a father who had separated from his wife for years because of her actions, and a real honest to goodness flapper, are the most forceful characters in this remarkable photoplay.

SHORT ADVANCE

A deep rooted research and an expose of the peculiarities of the modern girl called the "flapper" will be revealed when "The Painted Flapper," starring James Kirkwood and Pauline Garon comes to the..... Theatre, beginning..... "The Painted Flapper" is an ultra modern story based on the present day American girl, her mode of life, her affairs of the heart and her very thoughts. This photoplay is of topical interest and will undoubtedly cause editorial comment in the local newspapers.

The nucleus of the story is of a flapper who is precipitated into a series of intricate situations wherein she cleverly maneuvers her sister out of a distasteful marriage and also excavates herself from a tight corner and saves her honor. "The Painted Flapper" is portrayed by Pauline Garon, and the man from abroad is played by James Kirkwood. Other favorite players in the cast are Claire Adams, Crauford Kent, Maine Garey, Hal Cooley, Al Roscoe and Carleton Griffin.

LONG REVIEW

Take These Two Review Stories to Your Local Paper the Day Before Your Showing

A decided departure from the usual run of flapper pictures, and surmounted with many fine moments of breezy comedy and absorbing drama, "The Painted Flapper" the Chadwick Pictures presentation, opened last night at the..... Theatre for a stay of... days.

This photoplay was a revelation in so far as the almost astounding story was unveiled. The trend of the story journeys through the episodes and escapades of the present day American girl, pointing like a glaring finger of warning to the treacherous nooks and corners in the jagged path she walks.

The role of "The Painted Flapper," showing both her promiscuous and then chastened personalities, are portrayed by Pauline Garon, who does infinite justice to an exceedingly complex characterization.

James Kirkwood, that ever popular favorite of movie fans, is prominent in the cast and also in the scheme of things in the picture that is concocted through the manipulations of the flapper. Mr. Kirkwood plays the part of the man from abroad who has come back to the scenes of his former joys and misery.

In the quest of mental relaxation, the man from abroad, wanders into "The Cat's Pajamas," a night rendezvous for flappers and their sheiks. He is smitten with the captivating charms of the ever popular "Painted Flapper" only to learn that she is the little girl, his daughter, whom he left behind with his wife when he departed to other parts of the world.

With this premise, the story developed many thrilling moments and kept the audience on edge throughout the performance. Things happened in lively fashion. Every modern fad and creation is injected into the picture, such as Mah Jong and the Camel's Walk, making this feature a perfect flapper's delight.

SHORT REVIEW

Replete with all the wholesome ingredients that go to make up a really fine entertainment, "The Painted Flapper," which was seen last night at..... Theatre, and remains for a stay of..... days, will be remembered by many for its delightful cynicism in a cleverly picturized burlesque on the present day American girl, topically termed the flapper.

Every phase of modern gloom destroyers is injected into the story, such as Mah Jong, The Camel's Walk, and other eccentricities that are essentially necessary for the younger set to qualify for the Sacred Order of Flappers and Sheiks.

In this extremely difficult characterization, Pauline Garon adds infinite glory to fame as an accomplished actress. James Kirkwood, who plays the part of the man from abroad, is ever prominent with his brilliant personality. Others eminent in the cast are Claire Adams, Crauford Kent, Johnny Harron, Maine Garey, Kathlyn Williams, Hal Cooley and Al Roscoe.

CATCHLINE

1. Fledglings let loose in a heedless search after sensations are the vital, spirited girl their leader, until—See what happened to "The Painted Flapper" lead you there.
2. A swift, hectic slide down the ever tempting toboggan that leads to "The Painted Flapper" lead you there.
3. A spin! A twirl! another sip, and the flapper has reeled off for a spin.
4. A romance of gilded youth, its just reward held in obedience by the King Jazz and his retinue of Flappers and Lounge Lizards.
5. A party without a flapper is just like chicken salad without mayonnaise.
6. "The Painted Flapper" is the new born babe of the Jazz Age.
7. Are you a flapper? If you are, do you know as much about life as "The Painted Flapper"?



James Kirkwood

Two-Column Player Cut or Mat No. 401D

THIS CUT MAY ALSO BE OBTAINED IN ONE-COLUMN SIZE. Other Player Cuts on Page 5

ACCESSORIES

- FOR YOUR SCREEN**
Three Beautifully Colored Slides (See Page 10)
A Special De Luxe Trailer (See Page 9)
- FOR YOUR LOBBY**
Set of Eight 11x14's
Set of Two 22x28's (See Page 9)
- All in Splendid Colors.**
- FOR YOUR BILLING—**
ONE Smashing 24-Sheet
ONE Arresting Six-Sheet
TWO Compelling Three-Sheets
TWO Unusual One-Sheets. (See illustrations on Back Cover)
- FOR GENERAL EXPLOITATION—**
Complete exploitation tie-up campaign outlined (Page 9)
Thematic Music Sheet (Inserted)
- FOR YOUR NEWSPAPERS—**
Advance and review stories for dramatic editors. (This Page.)
Prepared matter for your programs, teasers and catch phrases. (Pages 3, 4)
PLAYER CUTS in all sizes (See Pages 3, 4, 5.)

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CATCHLINES

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2. A swift, hectic slide down the ever tempting toboggan that leads where? Have "The Painted Flapper" lead you there.
3. A spin! A twirl! another sip, and the flapper has reeled off for another dance.
4. A romance of gilded youth, its just reward held in obedience by the abrupt entrance of King Jazz and his retinue of Flappers and Lounge Lizards.
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SNAPPY TEASERS

SHE STOOPED TO CONQUER AND THEN BOWED IN TOKEN OF SUBMISSION, but—she played the part like a good little actress and won. They all thought she was on the path to disgrace and they pitied her. However, she fooled them and later received their congratulations because of her subtle manipulations. See this peculiar sort of a girl who plays "The Painted Flapper."

IGNORANCE IS BLISS, so the saying goes, but—in this case it would seem that ignorance is folly. In most cases when a flapper loses her equilibrium then things begin to hum,—that is in her ears! Then the angelic descendant of Mother Eve begins to discard her proverbial modesty. At this psychological period, a most drastic measure would straighten things out—and her—namely, a good old fashioned hickory lashing. This is a sight for sore eyes! See it at the Theatre, now showing "The Painted Flapper."

DISSIPATION, DEGRADATION, DESTRUCTION, is inevitable when a girl begins to disregard the finer things in life for the sake of what she considers a good time. In quest of thrills, all else is forgotten, much to the chagrin of those who love her, and not until she has brought disgrace upon herself, does that innate invisible something come to the surface and she realizes her recklessness. Everyone should see "The Painted Flapper" at the Theatre beginning...

WITHOUT A CHANCE to explain her actions, the flapper is misjudged by her friends and parents who create a furore at one of her escapades. Later Pauline Garon who plays the part of "The Painted Flapper" not only redeems herself but prevents a distasteful marriage between her sister and brings about a reconciliation between her mother and father who have been separated for a number of years. Inasmuch as the typical flapper has her reckless moments she is fortunately blessed with a silver lining. In "The Painted Flapper" which is now showing at the Theatre there is viewed a reflection of a true to life story of the present day average American girl.

Each Production An Achievement



Business Building Suggests

American Flapper A Modern Madcap

Searching Revelations on the Present Flapper in Startling Contrast to Her Sister of Yesteryear

How times have changed since mother was a girl! The American girl of today looks upon her old-fashioned boy friend as a sentimental ninny. Years ago, when a young man called on a young lady, he would invariably remember her with some bon bons or flowers,—but today, how different—its something on the hip and that's merely incidental; then the fun begins.

Gone are the days when it was necessary for mother to consent to daughter's going out. Mother's permission is negligible so far as the flapper is concerned. Mother is too old fashioned and doesn't understand, and the real man, whom the flapper considers old fashioned, is too serious minded and in her estimation, doesn't know how to 'play.'

Where is the girl of yesteryear who was all athrill with merely the thought of spending an evening at home with a real honest-to-goodness chap, and then having coffee and cake with the family. The modern madcap of today considers it a 'perfectly good evening gone to the dogs' unless her escort calls for her in a powerful roadster, dines and wines her at the most expensive and questionable roadhouses, and then still thirsty for excitement and thrills, speeds along at an ungodly pace making a special effort to pass every car on the road, and then where—?

After all, we know there's a little bit o' bad in every good little girl, and deep down in the heart of every flapper there is some sentiment that cannot be ousted despite the fact that it is apparently dormant, for no matter what the pleasures may

be, invariably we become surfeited and eventually re-act and return to some sort of normal state of living.

The foregoing observation on our girl of today generally called the flapper, points a moral to all parents; that they should be ever mindful of the fact that environment plays a great part in the lives of the younger generation of today, and in these reckless times, a parent's influence, but especially understanding, is most important in the development of children's character.

Pauline Garon, who has been acclaimed the most perfect flapper type on the screen, portrays the role of "The Painted Flapper" now showing at the.....Theatre.

BEWARE OF THE MODERN FLAPPER!

The incarnation of youth! How alluring! Imbued with all the charm of vivaciousness, and so entrancing,—yet sweetly dangerous. Continually pampered and much sought after because of her carefree outlook on life, the flapper is devoid of seriousness and is always on the alert for all sorts of risky adventures.

Through natural instinct she is endowed with the blessing of the sense of sagacity and tactfully manages to creep in and out of all sorts of difficulties, obtaining what she is after, and giving nothing in return.

Have you ever stopped to realize what you would do if you found yourself in love with a flapper?

This perplexing situation is viewed in the story of that unusual photoplay "The Painted Flapper" with Pauline Garon, who has been acclaimed the perfect screen flapper, portraying the title role, which is now playing at the.....Theatre.

BOOST YOUR

Overflowing with breezy story angle to put your picture over, serve as a cracker-jack publicity plete campaign has been mapped behind it you are sure to clean v

The experienced exhibitor v something unusual in "The Pain title itself is a smashing box off is a powerful one.

Remember that this picture is and here's your big chance to your theatre. Boost your pictu this picture too strongly. It w

FOR YOUR MA

POST C

Mail It a Week Be

Dear Madam:

Are you a flapper? If you a learn of some thrilling moments i flapper.

If you're not one of that merry inner doings of The Sacred Order

There are flappers and flapper and those that are misjudged. If flapper, then see "The Painted Theatre, beg

LETTI

Mail It Two Days B

Dear Friend:

I am a flapper.

I am not ashamed of it either awful bad lot, but you just wait sorts of terrible things. Sweethe the affections of their fiancées and ing their milk fed offsprings into

Believe me, I am the most cri that the gossips ever picked on, disposition, these accusations fly armor, which brings to mind the sweet to worry.

If you think that I am as ba see me on the screen in the title beginning.....at the... you will understand me better a

DO YOU KNOW ABOUT THE TRUTH FLAPPERS?

Their Peculiar Twists In Character And Style Have Caused Many Headaches

"Neath the powder and paint lies the heart of a saint." Many times have we heard the foregoing uttered and many times has it been demonstrated. The flapper, that specie of the American girl between the age of 16 and 21, living in a whirl of make believe; care free, jolly, frivolous, restless and not looking for the finer things in life, but only seeking one good time, is one of the most important topics in this country today.

Dancing, drinking, smoking and the like, are their bywords. They want everything, yet they want to give nothing in return.

Motion pictures have oftentimes visualized life stories of some of us and many times after we have seen a picture, have we been heard to say, "How true to life, how realistic, why that is just like so and so." "The Painted Flapper" which comes to the.....Theatre, the week of.....is a true to life story of the flapper as she really is and shows her awakening to the finer things in life, and her desertion of her flapper ways for those of a settled young American girl such as we find in every town and hamlet between the Atlantic and Pacific coasts.



Pauline Garon

Two-Column Player Cut or Mat No. 402D
THIS CUT MAY ALSO BE OBTAINED IN ONE-COLUMN SIZE
Other Player Cuts on Page 4

PROGRAM READER

Flapperism is the rage among the younger generation of today. The flapper is a sophisticated young lady of fertile imaginations who has been know to tantalize the male specie with the judicious use of the lipstick and the swish of her bobbed tresses.

Is she good? Is she bad? Is the world going to the devil? Or is the flapper a sign-mark of a more virile sex, a distinct improvement on grandma? Everywhere you hear it. The magazines are full of the battle.

And withal our little flapper serenely goes about her business, occasionally the recipient of a toast with the aid of a silver flask and frequently the object of stern criticism. These perplexing episodes in the spasmodic life of a flapper are viewed in "The Painted Flapper," which is now playing at the.....Theatre.

NEWSY BRIEFS FOR

The term of 'flapper' is used by most people promiscuously without the remotest idea as to its origin. In the times of medieval England, when a young lady made her debut, in her embarrassment, she would flutter like a frightened bird. Thus she was dubbed by the sophisticated court dandies, a 'flapper' after the style of a frightened baby bird.

This way, on thru the times, the term 'flapper' has occasionally been used at the expense of a bewildered maiden. Comes the ultra modern era when objects are named in direct contrast to their meaning; the present day worldly girl has been termed the 'flapper'.

There are flappers and flappers of all kinds and breeds. You will be interested to see a strange sort of a flapper as portrayed by Pauline Garon in the title role of "The Painted Flapper" now playing atTheatre.



"Each Production An Achievement"

Business Building Suggestions

Flapper A Modern Madcap

is on the Present Flapper in Startling
to Her Sister of Yesteryear

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Through natural instinct she is endowed with the blessing of the sense of sagacity and tactfully manages to creep in and out of all sorts of difficulties, obtaining what she is after, and giving nothing in return.

Have you ever stopped to realize what you would do if you found yourself in love with a flapper?

This perplexing situation is viewed in the story of that unusual photoplay "The Painted Flapper" with Pauline Garon, who has been acclaimed the perfect screen flapper, portraying the title role, which is now playing at the.....Theatre.

BOOST YOUR PICTURE

Overflowing with breezy stories and every imaginable angle to put your picture over, this Press Folio should serve as a cracker-jack publicity agent for you. A complete campaign has been mapped out and if you will get behind it you are sure to clean up with this picture.

The experienced exhibitor will realize that he has something unusual in "The Painted Flapper." The very title itself is a smashing box office attraction. The cast is a powerful one.

Remember that this picture is one of the unusual sort and here's your big chance to draw new patronage to your theatre. Boost your picture. You cannot exploit this picture too strongly. It will justify your efforts.

FOR YOUR MAILING LIST

POST CARD

Mail It a Week Before Showing

Dear Madam:

Are you a flapper? If you are you will be interested to learn of some thrilling moments in the merry life of another flapper.

If you're not one of that merry lot you will want to see the inner doings of The Sacred Order of Flappers and Sheiks.

There are flappers and flappers—the kind that are judged and those that are misjudged. If you want to see the perfect flapper, then see "The Painted Flapper" that comes to theTheatre, beginning.....

LETTER

Mail It Two Days Before Opening

Dear Friend:

I am a flapper.

I am not ashamed of it either. Some people think I'm an awful bad lot, but you just wait and see. I am accused of all sorts of terrible things. Sweethearts blame me for alienating the affections of their fiancées and mothers accuse me of initiating their milk fed offsprings into the magic circle of Jazzdom.

Believe me, I am the most criticized and maligned creature that the gossips ever picked on, but being of a magnanimous disposition, these accusations fly over the proverbial coat of armor, which brings to mind the fact that life is too short and sweet to worry.

If you think that I am as bad as I am painted, come and see me on the screen in the title role of "The Painted Flapper" beginning.....at the.....Theatre. Maybe you will understand me better after the performance.

Sincerely yours,
ARLINE WHITNEY



Pauline
Garon

Two-Column Player Cut or Mat No. 402D
THIS CUT MAY ALSO BE OBTAINED IN ONE-COLUMN SIZE
Other Player Cuts on Page 4

NEWSY BRIEFS FOR LOCAL EDITORS

The term of 'flapper' is used by most people promiscuously without the remotest idea as to its origin. In the times of medieval England, when a young lady made her debut, in her embarrassment, she would flutter like a frightened bird. Thus she was dubbed by the sophisticated court dandies, a 'flapper' after the style of a frightened baby bird.

This way, on thru the times, the term 'flapper' has occasionally been used at the expense of a bewildered maiden. Comes the ultra modern era when objects are named in direct contrast to their meaning; the present day worldly girl has been termed the 'flapper.'

There are flappers and flappers of all kinds and breeds. You will be interested to see a strange sort of a flapper as portrayed by Pauline Garon in the title role of "The Painted Flapper" now playing atTheatre.

We have heard so much about the flapper's shortcomings and so true to the old saying, 'give the devil his due,' our flapper, also has a dual character and we must do justice to it.

Despite her mantle of frivolity, and all that leads up to it, she, too, is blest with that innate instinct, womanly intuition, and through her desire for harmony in the household, and the love of her parents' happiness at heart, she devises many means of making her mother and father realize their mistakes, and she is finally instrumental in bringing about a reconciliation between her folks, who have been divorced for ten years. Pauline Garon portrays the role of that capricious individual, "The Painted Flapper" which starts a..... day run at the.....Theatre beginning.....

PROGRAM READER

Flapperism is the rage among the younger generation of today. The flapper is a sophisticated young lady of fertile imaginations who has been know to tantalize the male specie with the judicious use of the lipstick and the swish of her bobbed tresses.

Is she good? Is she bad? Is the world going to the devil? Or is the flapper a sign-mark of a more virile sex, a distinct improvement on grandma? Everywhere you hear it. The magazines are full of the battle.

And withal our little flapper serenely goes about her business, occasionally the recipient of a toast with the aid of a silver flask and frequently the object of stern criticism. These perplexing episodes in the spasmodic life of a flapper are viewed in "The Painted Flapper," which is now playing at the.....Theatre.

"Each Production An Achievement"



Biographies and Cuts of the P

PAULINE GARON ATTAINS STARDOM IN TWO YEARS

Latest Film Star Shines Brightly in Title Role of "The Painted Flapper"

Of the thousands who annually attempt to get into motion pictures, few are chosen, and few indeed are those who twinkle brightly in the starry firmament of immortal screen players. The sense of satisfaction attained by stardom is overwhelming, for such a great achievement brings not only the material comforts of life but the tremendously satisfying pleasure of the plaudits of thousands of moviegoers throughout the land. The chosen few can well tap themselves on the back, for in attaining the uppermost rung of film success they have conquered life's grim bat-

mediate recognition with Marie Doro in "Lillies of the Field." Later she played an important part with Lillian Lorraine and Emma Dunn in "Sonny," and when the play was adapted for the screen she was chosen to play the same part in the picture that she had on the stage. Her first big part in a screen production was in "The Turmoil," following which she played with Johnny Walker in "Children of Dust." Her success was immediate, for she was then cast in a Paramount production, "Adam's Rib." Her role of "The Painted Flapper" gives her every opportunity of displaying her splendid talents, and so well does she register on the screen that at the present time her services are in great demand.

Director John Gorman, who has closely watched her work in her recent picture, immediately upon his purchase of the scenario of "The Painted Flapper," negotiated with her to portray the title role. As the flapper she gives a vivid and brilliant performance and entrenches herself solidly as an actress of real charm and exceptional ability.

"The Painted Flapper" starring Pauline Garon and James Kirkwood, is now playing at the Theatre.



One-Col. Player Cut or Mat No. 403D

Two years is but a breath of time in life's long span and to scale the heights of success in that short era is truly a mark of great distinction. Beautiful Pauline Garon, now starring in "The Painted Flapper," accomplished this feat, because it was exactly two years ago that she received her first insignificant part in the realm of motion pictures. Her first experience in theatricals started on the stage just a few years ago, in which she won im-



One-Col. Player Cut or Mat No. 406D

Claire Adams Once Concert Artist Now Film Star

Talented Star Forsook Operatic Career for the Movies Now Seen in "The Painted Flapper"

Collecting wild animals and riding horseback are the principle out-of-door pastimes of this film star. Her favorite indoor sport is concert work. By the way, Miss Adams is one of the first concert artists to find success in the silent drama. Born on a ranch outside of Winnipeg, Canada, Miss Adams studied music and horsemanship. When she came to the movies she found the latter was the more important accomplishment for it won her a position with Tom Mix as leading lady in a number of pictures.

Miss Adams studied concert work in England and a few days ago went to Los Angeles in that connection. There she saw a greater future in motion pictures and was given a chance. She made good immediately. Miss Adams will be seen as Eunice in "The Painted Flapper," now playing at the Theatre.



1-2 Col. Cut or Mat No. 404D

JAMES KIRKWOOD A STUDENT OF

Film Star Possesses An Intimate Knowledge in Art of Histrionics Through

James Kirkwood, who, with Pauline Garon, heads the cast of "The Painted Flapper," a picture study of a series of episodes in the life of an ultra modern American girl, termed the flapper, is one of the screen's most interesting personalities.

Above all, he is a student of drama. He thinks it, dreams it, in fact lives it every day. He has devoted a lifetime to the study of dramatic technique, never hesitating, even now, to make a financial sacrifice if there is something to be learned or experimented with.

To take the raw material represented in the written role of a play, analyze it, remold it, and make the character a living being on screen or stage is the meat of life to Kirkwood.

Few actors have cultivated their knowledge from a career of such varied experiences as Kirkwood. In eighteen years devoted to the legitimate stage, he rose from the very bottom in stock organizations to a string of triumphs on Broadway. His following was so great that ever since he has been in pictures eastern managers have continued to make him offers. Only last year he returned east to play the lead in Channing Pollock's success, "The Fool."

His career in pictures has embraced an endless variety of characterizations, beginning in the old



1-2 Col. Player Cut or Mat No. 407D

HAL COOLEY SCREEN VILLIAN TURNS HERO

Hal Cooley, young character actor, so familiar to the movie fans throughout the length and breadth of the country as a screen "villain," now broke into the ranks of matinee idols in the role of the old-fashioned lover of Pauline Garon who plays the part of "The Painted Flapper," now showing at the Theatre.

Born in New York. Considered by critics to be one of the strongest 'heavies' in the movies, Hal Cooley now makes his debut as a screen hero.



One-Col. Player Cut or Mat No. 405D

JOHN HARRON HAD FAMOUS BROTHER

Johnny Harron, who plays the role of the young attorney in the Chadwick Pictures presentation, "The Painted Flapper," is a brother of the famous Bobby Harron, who died in New York several years ago. Many of the movie fans remember the days of the early pictures in which Bobby Harron and Lillian Gish appeared, under the direction of D. W. Griffith.

Among the pictures in which Johnny has appeared are "Through the Back Door," "The Fox," "The Grim Comedian," "Penrod," "The Ragged Heiress," "The Five Dollar Baby," "Love in the Dark," "Westbound Limited" and "The Fire Patrol."



One Col. Player Cut or Mat No. 405D

Food For Fans

Biographies of the principal players appear on this page. They are jammed full of interesting facts that the fans will eat up.

Newspapers are always eager to receive stories concerning people who figure prominently in the public eye. Have these biographies neatly typewritten and submit them to your local editors. They promote business.

PAULINE GARON SCORES AGAIN

"The Painted Flapper," at the Theatre this week, adds another niche to the credit of Pauline Garon, who is coming along in the film world by leaps and bounds. Her refreshing performance in the title role of "The Painted Flapper" adds greatly to her prestige, and so cleverly does she portray her difficult role that it is at once a pleasure and a delight to recommend this photoplay to the public. To tell the plot of this story would be robbing it of its interest, but the title in itself explains sufficiently the timely theme. It is a picture well worth seeing and we recommend it heartily.

KATHLYN WILLIAMS A PIONEER OF MOVIEDOM

Additional brilliance is given the unusually big all-star cast to be seen in "The Painted Flapper" now playing at the Theatre, in the person of beautiful Kathlyn Williams who has been prominently starred in important screen plays almost since the beginning of American screen history.

Few of her thousands of admirers know that Miss Williams entered upon her screen career after enjoying a splendid stage training in early legitimate productions.



One-Col. Star Cut or Mat No. 408D



"Each Production An Achievement"

Biographies and Cuts of the Players

ATTAINS MOM IN TWO YEARS Brightly in Title Role of Painted Flapper"

mediate recognition with Marie Doro in "Lillies of the Field." Later she played an important part with Lillian Lorraine and Emma Dunn in "Sonny," and when the play was adapted for the screen she was chosen to play the same part in the picture that she had on the stage. Her first big part in a screen production was in "The Turmoil," following which she played with Johnny Walker in "Children of Dust." Her success was im-

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1-2 Col. Cut or Mat No. 464D



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JAMES KIRKWOOD A STUDENT OF DRAMATIC ART

Film Star Possesses An Intimate Knowledge of Every Phase
in Art of Histrionics Thru Experience

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Above all, he is a student of drama. He thinks it, dreams it, in fact lives it every day. He has devoted a lifetime to the study of dramatic technique, never hesitating, even now, to make a financial sacrifice if there is something to be learned or experimented with.

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His career in pictures has embraced an endless variety of characterizations, beginning in the old



One-Col. Player Cut or Mat No. 469D

Biograph days and continuing through to the present time, and today he is more firmly entrenched in public favor than ever. And in the course of his screen experiences he turned even to directing, to satisfy his ambition and to convince himself that he could give expression to his artistry through another medium than his own.

In "The Painted Flapper," Kirkwood appears as Richard Whitney, the man from abroad, who returns to his native land and is fascinated by a vivacious flapper, only in the end to learn that she is his daughter.

Pauline Garon appears opposite him as his daughter in "The Painted Flapper" and the two form a perfect action combination. "The Painted Flapper" is coming to the Theatre beginning



1-2 Col. Player Cut or Mat No. 407D

HAL COOLEY SCREEN VILLIAN TURNS HERO

Hal Cooley, young character actor, so familiar to the movie fans throughout the length and breadth of the country as a screen "villain," now broke into the ranks of matinee idols in the role of the old-fashioned lover of Pauline Garon who plays the part of "The Painted Flapper," now showing at Theatre.

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Few of her thousands of admirers know that Miss Williams entered upon her screen career after enjoying a splendid stage training in early legitimate productions.



One-Col. Star Cut or Mat No. 408D



One-Col. Star Cut or Mat No. 410D

CRAUFURD KENT AGAIN FILM CROOK

Since the days when Paul Armstrong and Wilson Mizner wrote their stirring dramatic success "The Deep Purple," in which one of the highly important characters was that of the polished silk-hatted, gentleman crook, Craufurd Kent has won fame and distinction in this particular and always fascinating type of role.

His role of Egbert Van Alyn, international dinner-suit crook, in "The Painted Flapper" which will be seen at Theatre provides him with the greatest opportunities for really fine and impressive acting since his success in "The Deep Purple."

Each Production An Achievement"



CHADWICK PICTURES CORPORATION presents "THE PAINTED FLAPPER"

An Advertising Display That Will

10 ADS IN 8 SIZES

"Each Production An Achievement"

FLAPPERS?
Old stuff!!

Then, as now,
they were all out
for a good time

"THE PAINTED FLAPPER"

A CHADWICK PICTURES CORPORATION production
starring—
**JAMES KIRKWOOD
PAULINE GARON**
An Ultra-Modern
Jazzology



Cleopatra and her barge

TO-DAY!



One horse for two in Colonial times

**NOW
Playing
NEW
YORK
Theatre**

Two-Column Ad Cut or Mat No. 411D

"Each Production An Achievement"

CHADWICK PICTURES CORPORATION Present

"THE PAINTED FLAPPER"

An Ultra-Modern
Jazzology

**JAMES KIRKWOOD
PAULINE GARON**



**NOW AT THE
CAMEO
THEATER**

One-Col. Ad Cut or Mat No. 411D

"Each Production An Achievement"

"Each Production An Achievement"



CHADWICK PICTURES CORPORATION Present

"THE PAINTED FLAPPER"

An Ultra-Modern
Jazzology

With—
**JAMES KIRKWOOD
PAULINE GARON**

**BEG. TO-MORROW
PALACE THEATRE**

One-Col. Ad Cut or Mat No. 412D

"Here Flapper"



"THE PAINTED FLAPPER"

An Ultra-Modern
Jazzology

**JAMES KIRKWOOD
PAULINE GARON**

Presented by
CHADWICK PICTURES

**Coming To
CHADWICK
THEATRE**

Two-Column Ad Cut



"Each Production An Achievement"

Advertising Display That Will Pay

10 ADS IN 8 SIZES

An Achievement

OLD STUFF?!

Then, as now, they were all out for a good time


PAINTED FLAPPER

CHADWICK PICTURES CORPORATION production
starring—
**JAMES KIRKWOOD
PAULINE GARON**
An Ultra-Modern Jazzology



Extra and her barge

TO-DAY!



One horse for two in Colonial times



Column Ad Cut or Mat No. 411D


"Each Production An Achievement"

CHADWICK PICTURES CORPORATION Present

THE PAINTED FLAPPER

An Ultra-Modern Jazzology

**JAMES KIRKWOOD
PAULINE GARON**



NOW AT THE CAMEO THEATER
One-Col. Ad Cut or Mat No. 411D
"Each Production An Achievement"

"Each Production An Achievement"



CHADWICK PICTURES CORPORATION Present

THE PAINTED FLAPPER

An Ultra-Modern Jazzology

With—
**JAMES KIRKWOOD
PAULINE GARON**
BEG. TO-MORROW
PALACE THEATRE
One-Col. Ad Cut or Mat No. 412D

"Here's to the FLAPPER!—Long may she FLAPP!"



CHADWICK PICTURES CORPORATION

"Each Production An Achievement"

THE PAINTED FLAPPER

An Ultra-Modern Jazzology
starring—
**JAMES KIRKWOOD
PAULINE GARON**
Presented by—
CHADWICK PICTURES CORPORATION

Coming To-morrow

CHADWICK THEATRE

ENGAGEMENT POSITIVELY LIMITED TO ONE WEEK

Two-Column Ad Cut or Mat No. 413D

"Each Production An Achievement"



Advertising ——— Conti

"Each Production an Achievement"



Full of pep and deviltry,
is the girl we all know,—
But let no prude dare say
that's she's tainted,—
The cranks may censure,—
may bluster, may blow,—
But the Flapper's all right,
and —NOT SO BAD AS SHE'S
PAINTED!

THE PAINTED FLAPPER
An Ultra-Modern Jazzology

Presented by
CHADWICK PICTURES CORPORATION

Featuring
JAMES KIRKWOOD
PAULINE GARON

Now Playing

Two-Column Ad Cut or Mat No. 414D

She wants to get a kick out of life, but her childhood love is too old fashioned—



The Cat's Pajamas Dancing

THE PAINTED FLAPPER
An Ultra-Modern Jazzology

Featuring—
JAMES KIRKWOOD
PAULINE GARON

Produced by—
CHADWICK PICTURES CORPORATION

Four-Column Ad Cut or Mat No. 415D

LIKE A LITTLE QUEEN OF ANCIENT BABYLON —
HOLDING SWAY OVER HER COTÉRIE OF FOLLOWERS IN THE
WANTON DANCE—THE WILD ORGY—THE NIGHT-LONG REVEL—

Chadwick Pictures
Corporation
presents —

THE PAINTED FLAPPER

An Ultra-Modern Jazzology — Adapted from the Stage Play by A

With an all star cast including **James Kirkwood & Pauline Garon**

Directed by John Gorman



"Each Production An Achievement"

Coming Soon
Strand Theatre

CHADWICK PICTURES CORPORATION presents "THE PAINTED FLAPPER"

Advertising Continued

Each Production an Achievement

Full of pep and deviltry,
is the girl we all know,
But let no prude dare say
that's she's tainted,
The cranks may censure,
may bluster, may blow,
But the Flapper's all right,
and NOT SO BAD AS SHE'S
PAINTED!

THE PAINTED FLAPPER
An Ultra-Modern Jazzology

Featuring
JAMES KIRKWOOD
PAULINE GARON
Now Playing

Ad Cut or Mat No. 414D

She wants to get a kick out of life, but her childhood lover is too old fashioned—

THE PAINTED FLAPPER
An Ultra-Modern Jazzology

Featuring
JAMES KIRKWOOD
PAULINE GARON
Produced by
CHADWICK PICTURES CORPORATION

COMING
TIVOLI THEATRE

Four-Column Ad Cut or Mat No. 415D

QUEEN OF ANCIENT BABYLON
SWAY OVER HER COTERIE OF FOLLOWERS IN THE
ON DANCE—THE WILD ORGY—THE NIGHT-LONG REVEL



THE PAINTED FLAPPER

Ultra-Modern Jazzology — Adapted from the Stage Play by Alan Pearl
star cast including **James Kirkwood & Pauline Garon**
Directed by John Gorman



"Each Production An Achievement"

Coming Saturday
Strand Theatre

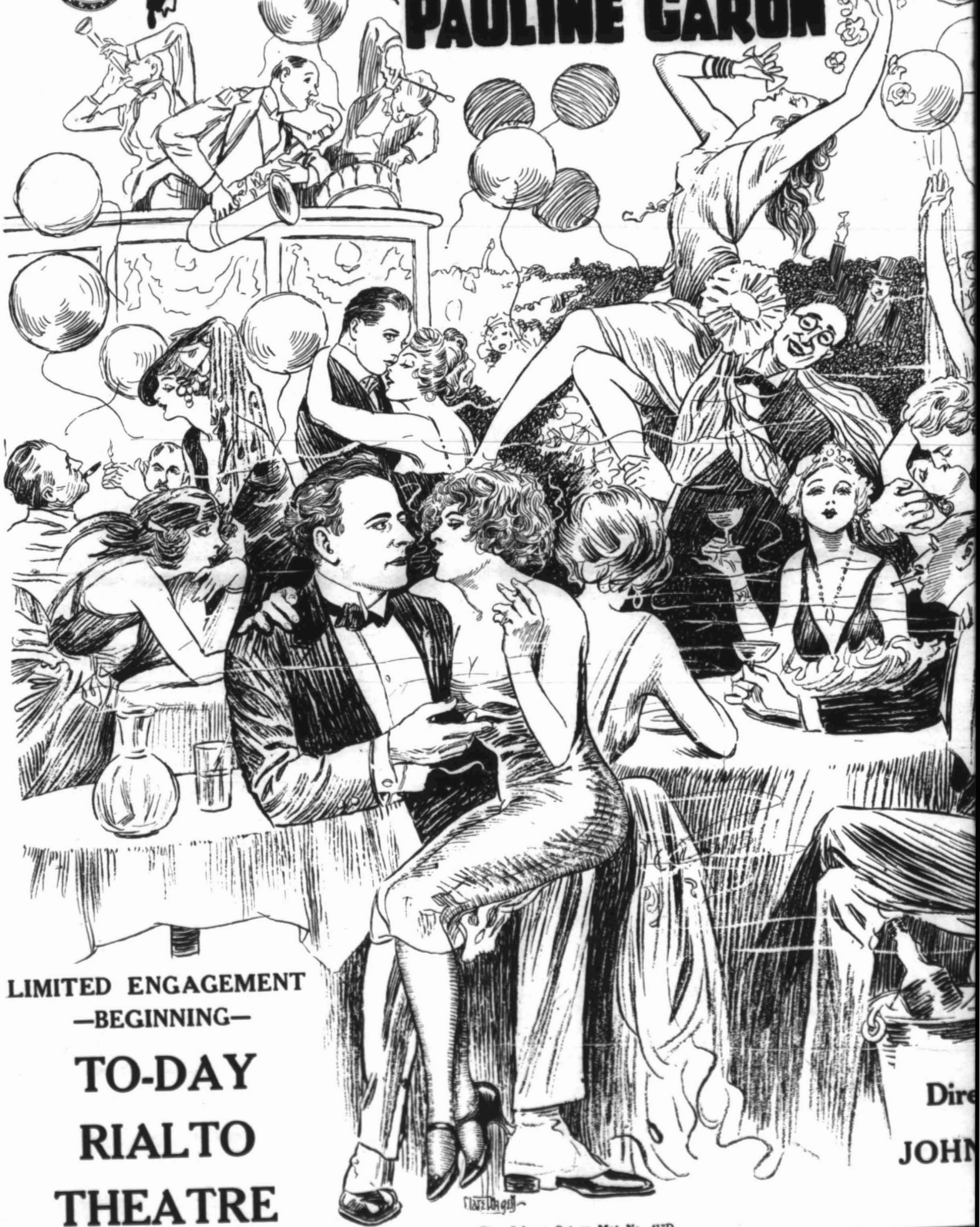
Five-Column Cut or Mat No. 416D

CHADWICK PICTURES CORPORATION presents "THE PAINTED FLAPPER"

THE PAINTED FLAPPER

An Ultra-Modern Jazzology
JAMES KIRKWOOD
PAULINE GARON

FEATURING



LIMITED ENGAGEMENT
—BEGINNING—

TO-DAY
RIALTO
THEATRE

Dir
JOHN

Five Column Cut or Mat No. 417D



"Each Production An Achievement"

MADWICK PICTURES CORPORATION presents "THE PAINTED FLAPPER"

PAINTED FLAPPER

An Ultra-Modern Jazzology

JAMES KIRKWOOD

FEATURING

PAULINE GARON



ENGAGEMENT
BEGINNING—

D-DAY
ALTO
EATRE

Directed by
JOHN GORMAN

Five Column Cut or Mat No. 417D

"Each Production An Achievement"



PAGE EIGHT

Don't Overlook the Many Opportunities for Effective Tie-Ups on This

**THIS SHOULD SPLASH DOLLARS INTO
YOUR BOX OFFICE**

Can you imagine how effective a bathing suit display would be at this time of the year?

The one-piece knitted bathing suits are the rage today, especially amongst the flappers and will make very attractive window displays.

These one-piece bathing suits are made by many knit goods and sweater firms and are carried by every department store and better sporting goods house in all the cities and towns throughout the country.

Choose the stores with the best locations and arrange for a tie-up to be shown when you run "The Painted Flapper."

In connection with this tie-up, you can arrange a bathing suit contest to take place on your stage any time during the showing of "The Painted Flapper" at your theatre, preferably during the evening.

**DON'T WAIT UNTIL IT GETS COOL AGAIN
SOME ONE ELSE MAY BEAT YOU TO IT!**

**SOMETHING NEW—FLAPPER
'BOBBED HOSIES'**

The Phoenix Hosiery Mills, who have agencies in almost every city of the United States, have just announced their latest innovation, the **FLAPPER 'BOBBED HOSIES.'** This is something entirely new and will without a doubt, create a sensation.

The **'BOBBED HOSIES'** is a novelty hose that reaches below the knee and in these warm days is certainly welcome.

There are many high class department stores, and even the better grade shoe stores in your city that carry Phoenix Hosiery.

It will pay you to get in touch with a few of these stores and arrange for window tie-ups. They certainly will make splendid displays in connection with "The Painted Flapper."

DON'T THINK ABOUT IT—DO IT!

**THE CRAZE TODAY—BEAUTIFUL
SILK SCARFS**

Of course, you too, have not only beautiful colored silk scarfs on display today. They are being promoted everywhere. Every girl, especially the flapper, is wearing one.

Every department store, ladies' store, even the most exclusive milliner has them. They are made up in exquisite designs and attract a great deal of attention.

In connection with "The Painted Flapper" this sort would be ideal. In the picture by Pauline Garon in this picture, conspicuous fashion.

This will be a great talking point for you.

**DON'T LOSE SIGHT OF THE
SCARFS ARE ALL THE**

There are any Number of Articles, Such as Lipsticks, Face Powders, Perfumes, Lingerie, Ties, Dresses, Etc., That You Can Arrange For Tie-Ups in Connection With "THE PAINTED FLAPPER." This is A Tremendously Attractive Title—



**Two
22 x 28
in
Colors**



**Two Slugs With
Box-Office**



One-Inch Slug Ad Cut or Make



**Eight
Beautiful
11 x 14
in
Colors
That Are
Convincing**



Two-Inch Slug Ad Cut or Make

A Special De Luxe

In addition to three powerful inside page of cover, there is a special has been prepared for your screen exchange or from National Screen at 125 West 46th street, New York, Wabash Avenue, Chicago Ill., and Street, Los Angeles, Calif.

Wire or Write, Giving Exact



"Each Production An Achievement"

erlook the Many Opportunities for Effective Tie-Ups on This Subject

LASH DOLLARS INTO
OX OFFICE

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he year?
thing suits are the rage today,
ppers and will make very at-

suits are made by many knit
and are carried by every de-
r sporting goods house in all
ghout the country.
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when you run "The Painted

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The Painted Flapper" at your
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MAY BEAT YOU TO IT!

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SILK SCARFS

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ing today. They are being prominently displayed every-
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by Pauline Garon in this picture, she wears a scarf in a
conspicuous fashion.

This will be a great talking point for the shops selling
them.

DON'T LOSE SIGHT OF THE FACT THAT THESE
SCARFS ARE ALL THE RAGE TODAY.

Number of Articles, Such as Lipsticks, Face Powders, Perfumes, Hats,
Dresses, Etc., That You Can Arrange For Tie-Ups in Connection With
THE PAINTED FLAPPER." This is A Tremendously Attractive Title — Work On It!



Two
22 x 28
in
Colors



Two Slugs With a Real
Box-Office Wallop



One-Inch Slug Ad Cut or Mat No. 418D



Eight
Beautiful
11 x 14
in
Colors
That Are
Convincing



Two-Inch Slug Ad Cut or Mat No. 419D

A Special De Luxe Trailer

In addition to three powerful slides as seen on the
inside page of cover, there is a special de luxe trailer that
has been prepared for your screen. Order it from your
exchange or from National Screen Service, with offices
at 125 West 46th street, New York City; 845 South
Wabash Avenue, Chicago Ill., and 917 South Olive
Street, Los Angeles, Calif.

Wire or Write, Giving Exact Play Dates

Each Production An Achievement"





Painting No. 420D

Eight Brilliant Paintings That Make Attractive Lobby Display



Painting No. 422D



Painting No. 424D

All In Flaming Colors



Painting No. 421D



Painting No. 423D



Painting No. 425D

Three Beautifully Colored Slides

Slides That Carry A Kick



Slide No. 428D



Slide No. 429D



Slide No. 430D

Eight Brilliant Paintings That Make Attractive Lobby Display



Painting No. 422D



Painting No. 424D



Painting No. 426D

Set In Artistic Frames



Painting No. 423D



Painting No. 425D



Painting No. 427D

Three Beautifully Colored Slides

Slides That Mean Something



Slide No. 429D



Slide No. 430D



No. 428D

FORCEFUL POSTER

THAT WILL ARREST ATTENTION



This Billing
Grips The
EYE
And Holds
'em Hard



Splash
These
DISPLAYS
ALL OVER
The
Town



ALL IN VIVID COLORS



FORCEFUL POSTERS

THAT WILL ARREST ATTENTION



ling
The
olds
ard



Splash
These
DISPLAYS
ALL OVER
The
Town



This Set
Of Catchy
POSTERS
Carry A
Punch

ALL IN VIVID COLORS



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